



ALL INDIA RUBBER INDUSTRIES ASSOCIATION

Circular Economy, Recyclability & Sustainability of the Rubber Industry – A New Paradigm Shift

Details and Information on the Theme:

A **Circular Economy** is an economic system aimed at minimizing waste and making the most of resources. This regenerative approach is in contrast to the traditional linear economy, which has a 'take, make, dispose' model of production. In a circular system resource input and waste, emission, and energy leakage are minimized by slowing, closing, and narrowing energy and material loops; this can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, recycling, and up cycling.

Proponents of the circular economy suggest that a sustainable world does not mean a drop in the quality of life for consumers, and can be achieved without loss of revenue or extra costs for manufacturers. The argument is that circular business models can be as profitable as linear models, allowing us to keep enjoying similar products and services.

To achieve models that are economically and environmentally sustainable, the circular economy focuses on areas such as design thinking, systems thinking, product life extension, and recycling.

Recycling has become a major avenue for India as we as a country are conscious and conservative in terms of consumption & utilization of resources

Hence this current focus on recycling has created a new opportunity & range of rubber products which are cost efficient and have a huge potential of being exported from India and which hold a huge potential with relevance to export growth.

Globally, legislation is being brought about, like in plastics wherein a tax on recycling has been introduced. In my visit to the Hannover Fair last year, I remember that I had to keep a deposit of 1 Euro for a soft drink bottle, which was returned to me only after the bottle was given back.

Tire recycling, or rubber recycling, is the process of recycling waste rubber that is no longer suitable for use in their primary area of end application

New technology and processes for recycling of rubber waste have made large inroads today and have become efficient and in many cases the recycle material is able to be added along with the new rubber to create cost effective products and solutions and has huge acceptance in the current economic scenario

Sustainability means conducting activities smartly and efficiently in ways that are economic, renewable and repeatable. Sustainable development considers the impact of business on ecological, social, and economic systems and strives to maintain balance and integration of these systems.

Corporate Sustainability (the Triple Bottom Line) - The concept of a Triple Bottom Line is one in which an organization places equal importance on the social, environmental, and economic impacts of its business practices.

- **Ecological** - Planet. Through resource conservation, reduced use of toxic chemicals, and other simple yet effective sustainability strategies, we can help protect the planet for future generations.